



General Services Administration Federal Acquisition Service Authorized Federal Supply Schedule Catalog/Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.gsadvantage.gov>

Contact Information:

SCHEDULE TITLE: Professional Services Schedule
Industrial Group: 00CORP

DUNS Number: 605233964

CONTRACT NUMBER: GS00F149GA

CONTRACT PERIOD: March 25, 2017 through
March 24, 2022

CONTRACTOR: Creative Audio Enterprises, Inc
dba Holdcom
955 Lincoln Avenue
Glen Rock, New Jersey 07452
Phone: (800)-666-6465
Fax: (201)-445-4653
gsa@holdcom.com
www.holdcom.com/gsa

CONTRACTOR'S ADMINISTRATION SOURCE:
Neil Fishman

BUSINESS SIZE: Small

SOCIO-ECONOMIC INDICATORS: None

About Us:

Creative Audio Enterprises, Inc dba Holdcom is extremely customer-focused and achieves a level of customer service unparalleled in our industry. In addition to pioneering Message On Hold (MOH), our innovative e-commerce portal (audioproductionstore.com) offers real time quotes and instant ordering on such services as:

- Message On Hold
- Professional Voice Production
- IVR Voice Prompts
- Auto Attendant Greetings
- Multilingual Production
- Overhead Announcements

Creative Audio Enterprises, Inc incorporated in New Jersey in 1988, has 15 employees and \$2 million in annual sales, with approximately 15,000 clients in the U.S., Canada and abroad. Our 50+ voice talents, Script Consultants, Producer/Engineers, Tech Support and Client Relations representatives bring MOH to small, medium and large companies across a wide range of industries.

SIN	Description
541 2	Public Relations Services
541 1	Advertising Services

Service Descriptions & Lowest Priced Model Number & Price for Each SIN:

Message On Hold Services

Message On Hold (MOH) programs, known also as: telephone on hold messages, music on hold, on hold communications, etc, **reduce caller attrition** and **improve engagement** using professionally recorded announcements accompanied by licensed music.

It is an essential communications tool that delivers useful information to callers on hold. It improves customer service and public relations **by addressing needs** and frequently - asked - questions; providing details such as contact information, web addresses, fax and emergency numbers, special events, compliance reminders, etc.

All pricing includes studio recordings by professional male or female voice talent produced with **licensed music**. We have a range of solutions to meet the needs of any organization, including multi location and multilingual fulfillment.

Message On Hold Pricing

SIN	Service	GSA Price + IFF* Monthly
541-2	Monthly Update Plan - 12 Programs a Year	\$59.45
541-2	BI-Monthly Updates - 6 Programs a Year	\$49.37
541-2	Quarterly Updates - 4 Programs a Year	\$39.29
541-2	Semi-Annual Updates - 2 Programs a Year	\$27.00
541-2	Custom Basic Update - 1 Program a Year	\$16.79

* Monthly pricing, based on an annual plan purchase. The pricing is per location



Voice Production

Professionally produced audio voice greeting for telephone **auto attendant systems IVR, ACD, and voicemail**. Includes a choice of male or female professional voice talents. This is usually the first thing callers hear when they contact your organization, and can include main greetings, directories, hours of operations, travel directions, after-hour greetings, holiday announcements, etc.

Voice Production Pricing

SIN	Service	GSA Price + IFF*
541-2	English - (Non-Broadcast)	\$44.33
541-2	Spanish - (Non-Broadcast)	\$50.83

*Price based on a minimum 1 file 100 words.

Radio Commercial

Radio commercial production includes one voice talent for narration or monologue, with or without music background. Limited to local markets.

Radio Commercial Pricing

SIN	Service	GSA Price + IFF*
541-1	30 Seconds or Less - (Local Markets)	\$251.89
541-1	60 Second - (Local Markets)	\$403.02

*Local markets only. The completed recording will be delivered via email or FTP. Regional and broadcast pricing available.

Virtual eGreeting Card

Virtual eGreeting cards are video animations with personalized holiday (or other) voice greeting and accompanying music, with a duration of up to 30 seconds.

Virtual eGreeting Card Pricing

SIN	Service	GSA Price + IFF*
541-1	30 Seconds or Less - (Non-Broadcast)	\$194.51

* The completed eGreeting card will be delivered via FTP as MP4 or Mov file.

Script Writing Consultation

Professional writers will **proofread** your script for proper pronunciation, grammar, and phrasing. **Copy writing** is also available with a content consultant who will turn your ideas into clear and concise messages to tell your story.

From original concept creation to the completed project, our dedicated team will see your vision through to the final product.

SIN	Service	GSA Price + IFF*
541-1	Hourly Script Writing & Consultantion	\$94.76

Corporate Video

Complete video production (up to 3 minute duration) promoting corporate image, products and services. Can be promotional or instructional, overview or testimonial, depending on objectives; generally sales and marketing or training. Corporate videos can be live action or animated, with or without narration, music and sfx tracks.

SIN	Service	GSA Price + IFF*
541-1	Up to 3 Minutes	\$2,518.89

* The completed video will be delivered via FTP as MP4 or Mov file.

Prezi Presentation

Production of Prezi presentation that is an alternative to traditional slide presentation. Prezi is designed to convey information, images, video and other media using one large canvas that allows the user to pan and zoom to various parts of the canvas and emphasize the ideas presented there. Includes up to 18 "slides".

SIN	Service	GSA Price + IFF*
541-1	Per Prezi Presentation*	\$898.82

*Includes up to 18 slides.

SCA

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories/services have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

1c - HOURLY RATES: (Services Only)

To be completed by contractor on text file submission

2 - MAXIMUM ORDER*: \$1,000,000 per order *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3 - MINIMUM ORDER: \$100

4 - GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories

5 - POINT(S) OF PRODUCTION: N/A

6 - DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA

Pricelist. Negotiated discount has been applied and the IFF has been added.

7 - QUANTITY DISCOUNT(S): N/A

8 - PROMPT PAYMENT TERMS: Net 30

9a - Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b - Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.

10 - FOREIGN ITEMS: None

11a - TIME OF DELIVERY: Per task order

11b - EXPEDITED DELIVERY: Contact Contractor's Representative

11c - OVERNIGHT AND 2-DAY DELIVERY: If available, contact the Contractor for rates.

11d - URGENT REQUIREMENTS: Customers are encouraged to contact the contractor to request accelerated delivery.

12 - FOB POINT: Destination

**13a - ORDERING ADDRESS: Same
Standard Form 1449, Contract for Commercial Items (Cont'd) Page 1E
Creative Audio Enterprises, Inc
Contract Number GS00F149GA**

13b - ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14 - PAYMENT ADDRESS: Same as contractor

15 - WARRANTY PROVISION: N/A

16 - EXPORT PACKING CHARGES: N/A

17 - TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level may be inserted by contractor)

18 - TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19 - TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: as applicable

25. DUNS NUMBER: 605233964

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registration valid and current.

Service	Detailed Service Description
MOH Monthly Update Plan - 12X/year	<p>Message On Hold consists of professionally recorded announcements accompanied by appropriate music; an essential communications tool that delivers relevant information to callers on hold. It improves customer service by addressing needs and frequently-asked-questions; providing details such as contact information, web addresses, fax and emergency numbers, additional locations, special events, compliance reminders, etc. Variouslly labeled as telephone on hold messages, music on hold, on hold communication, on hold marketing, or other variations, Message On Hold decreases caller attrition and increases satisfaction. This MOH Update Plan provides each location the opportunity to change its on hold messages and music up to 12 times a year.</p>
MOH Bi-Monthly Update Plan - 6X/year	<p>This MOH Update Plan provides each location the opportunity to change its on hold messages and music up to 6 times a year.</p>
MOH Quarterly Update Plan - 4X/year	<p>This MOH Update Plan provides each location the opportunity to change its on hold messages and music up to 4 times a year.</p>
MOH Semi-Annual Update Plan - 2X/year	<p>This MOH Update Plan provides each location the opportunity to change its on hold messages and music up to 2 times a year.</p>
MOH Custom Program - Basic Plan - 1X/year	<p>This MOH Update Plan provides a location with one Message On Hold program per year.</p>
Voice Production-NonBroadcast - Phone Auto Attendant Greeting - English	<p>Professionally produced audio voice greeting for telephone auto attendant system. With choice of male or female professional voice talents. This is usually the first thing callers hear when they contact your organization. Usually consists of Main Greeting followed by a Menu of prompts that navigate to extensions for departments and personnel, or specific information about hours of operations, travel directions, etc. Also may include after-hours and holiday announcements.</p>
Voice Production-NonBroadcast -Phone Auto Attendant Greeting - Spanish	<p>Professionally produced audio voice greeting in Spanish, for telephone auto attendant system. With choice of male or female professional voice talents. This is usually the first thing callers hear when they contact your organization. Usually includes Main Greeting followed by a Menu of prompts that navigate to extensions for departments and personnel, or specific information about hours of operations, travel directions, etc. Also may include after-hours and holiday announcements.</p>

Service	Detailed Service Description
30 Second Radio Commercial	Radio commercial production includes one voice talent for narration or monologue, with or without music background, having a duration of approximately 30 seconds. Includes script review. Limited to local markets.
60 Second Radio Commercial	Radio commercial production includes one voice talent for narration or monologue, with or without music background, having a duration of approximately 60 seconds. Includes script review. Limited to local markets.
Virtual eGreeting Card	The Virtual eGreeting Card is a video animation with personalized holiday (or other) voice greeting and accompanying music, with a duration of up to 30 seconds.
Corporate Video	Complete video production (up to 3 minute duration) promoting corporate image, products and services. Can be promotional or instructional, overview or testimonial, depending on objectives; generally sales and marketing or training. Corporate videos can be live action or animated, with or without narration, music and sfx tracks.
Prezi Presentation	Production of Prezi presentation that is an alternative to traditional slide presentation. Prezi is designed to convey information, images, video and other media using one large canvas that allows the user to pan and zoom to various parts of the canvas and emphasize the ideas presented there. Includes up to 18 "slides".
Script Writing/Consultation	Script Writing/Consultation includes review and proof reading of client submitted scripts, as well as full development from draft to finished copy, using customer input from websites, brochures and other marketing materials. Content runs the gamut from promotional to educational, for a variety of media, including print, voice recordings for telephony (IVR prompts, MOH programs), websites, tutorials and video narrations.